

DIGITAL DA'WAH STRATEGIES FOR MODERATE ISLAMIC COMMUNICATION: A CONTENT ANALYSIS OF MUHAMMADIYAH EAST JAVA'S ONLINE PLATFORMS

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Abstract

This study examines how Muhammadiyah East Java advances progressive, moderate Islamic communication through three official portals, PWMU.co, Klikmu.co, and Majelistabligh.id. We conducted a qualitative content analysis of twelve purposively selected articles published between January 2022 and July 2024, complemented by three semi-structured interviews with editorial staff. The Mediatization of Religion framework provided a lens to trace adaptations to digital media logics, while Uses and Gratifications served as an interpretive lens rather than a formal coding dimension. A codebook defined three categories: (1) Moderation and Wasathiyah, (2) Progressive Islam and Muhammadiyah ideology, and (3) Religion–Science integration. Articles were coded by a primary researcher, with a limited secondary check on a subset; no formal inter-rater reliability was conducted. Findings indicate a preliminary pattern in the use of moderation and progressive frames across platforms, with PWMU.co emphasizing analytical organizational discourse, Klikmu.co prioritizing concise, shareable pieces, and Majelistabligh.id focusing on moderation and deradicalization materials. Religion–Science integration appeared less frequently. Editorial testimonies suggest perceived audience interest in moderation-oriented content, although these indicators were self-reported rather than analytics-based. The study offers preliminary evidence of coordinated platform differentiation that maintains ideological coherence within a regional Islamic organization. Limitations include small sample size, confirmatory sampling, and restricted reliability testing, which constrain generalizability and underscore the need for larger comparative studies that incorporate audience analytics.

Keywords: *Digital da'wah, moderate Islam, Muhammadiyah, religious media, platform differentiation, digital religious communication*

Abstrak

Penelitian ini mengkaji strategi dakwah digital Muhammadiyah Jawa Timur dalam mengomunikasikan ideologi Islam moderat berkemajuan melalui tiga platform resmi, yaitu PWMU.co, Klikmu.co, dan Majelistabligh.id. Dengan menggunakan analisis konten kualitatif yang didukung wawancara semi-terstruktur, penelitian ini menganalisis dua belas artikel yang dipilih secara purposif dan diterbitkan antara Januari 2022 hingga Juli 2024, serta wawancara dengan editor platform pada April 2024. Analisis dipandu oleh kerangka Mediatisasi Agama dan Teori Uses and Gratifications. Hasil penelitian menunjukkan bahwa ketiga platform secara konsisten menyampaikan wacana Islam moderat berkemajuan melalui tiga tema. Lima artikel berfokus pada Moderasi dan Wasathiyah, lima menekankan Islam Berkemajuan dan ideologi Muhammadiyah, dan

dua mengangkat Integrasi Agama dan Sains. Masing-masing platform menampilkan strategi editorial yang berbeda tetapi tetap menjaga koherensi ideologis. PWMU.co menekankan otoritas organisasi melalui wacana analitis, Klikmu.co mengutamakan format singkat dan mudah diakses untuk khalayak luas, sementara Majelistabligh.id berfokus pada moderasi dan deradikalisasi dengan orientasi edukatif. Meskipun menghadapi keterbatasan sumber daya dan kompetisi dengan konten sensasional yang didorong algoritma, platform melaporkan adanya indikator positif keterlibatan audiens terhadap narasi Islam moderat. Penelitian ini memberikan kontribusi teoretis mengenai bagaimana organisasi keagamaan tingkat regional dapat mempertahankan diferensiasi yang terkoordinasi dalam konteks digital sambil menjaga konsistensi ideologi. Keterbatasan penelitian mencakup jumlah artikel yang kecil, ketiadaan data penerimaan audiens, dan penggunaan satu peneliti dalam pengodean, sehingga hasil tidak dapat digeneralisasikan secara luas. Temuan ini memberikan bukti awal dan arah bagi penelitian lanjutan dengan cakupan data yang lebih besar, perbandingan lintas wilayah, serta analisis sistematis terhadap respons audiens.

Kata Kunci: *Dakwah digital, Islam moderat, Muhammadiyah, media dakwah, diferensiasi platform, komunikasi keagamaan digital*

A. Introduction

The proliferation of digital technology has fundamentally transformed Islamic da'wah (religious outreach) practices worldwide, creating new paradigms that extend beyond traditional face-to-face interactions. Digital platforms have emerged as critical spaces for religious discourse, offering opportunities for spreading Islamic teachings while presenting challenges to maintaining doctrinal authenticity and preventing extremist ideologies (Ahmad et al., 2022). This transformation has become particularly significant in Indonesia, where the world's largest Muslim population increasingly relies on online sources for religious guidance.

Modern communities, especially younger demographics, demonstrate a marked preference for accessing religious content through digital platforms offering immediacy and multimedia engagement. This behavioral shift has compelled Islamic organizations to develop digital strategies that effectively compete with sensationalized content that often dominates online religious discourse. Within this context, moderate Islam has gained attention as a counterbalance to extremist narratives circulating in digital spaces, with Islamic organizations recognizing the need to establish an authoritative online presence promoting tolerance and progressive religious interpretation.

Muhammadiyah, Indonesia's second-largest Islamic organization with over 29 million members, has positioned itself at the forefront of promoting "Islam Berkemajuan" (Progressive Islam) – a theological framework emphasizing the integration of religious teachings with scientific advancement and social justice. Huda et al. (2022) demonstrate

how Muhammadiyah's digital transformation has responded to Islamic moderation demands, while Maulana and Sumarlan (2023) specifically examine the organization's digital communication strategies through their central leadership platforms. However, these studies focus on national-level initiatives, leaving regional implementation strategies analytically unexplored.

The East Java region represents a significant case study, given its status as one of Muhammadiyah's strongest organizational bases with diverse religious landscapes, including both moderate and conservative communities. Three official digital portals – PWMU.co, Klikmu.co, and Majelistabligh.id – serve as primary channels for regional digital da'wah activities. These platforms represent distinct approaches to content creation and audience targeting, yet their collective impact on spreading progressive moderate Islamic ideology remains unexamined.

Despite extensive research on digital religious communication, limited empirical investigation has focused specifically on how regional Islamic organizations operationalize digital da'wah strategies through coordinated platform differentiation. While previous studies have examined digital da'wah practices in general terms, no systematic analysis has investigated how multiple platforms within a single organizational structure maintain ideological coherence while serving differentiated audiences. This gap is particularly significant given the practical need for religious organizations to develop effective digital engagement strategies that counter extremist messaging through positive ideological transmission.

This study addresses this gap by examining digital da'wah strategies employed by Muhammadiyah East Java through a systematic analysis of three official platforms and their role in disseminating progressive moderate Islamic ideology. The research aims to: (1) analyze specific content strategies and thematic emphases employed by the three platforms in promoting moderate Islamic ideology; (2) identify platform characteristics and approaches that enable ideological coherence while serving different audiences; and (3) assess challenges and opportunities that these digital initiatives face in contemporary Indonesian religious discourse. The investigation contributes to theoretical understanding of religious communication in digital contexts while offering practical insights for religious organizations seeking effective digital engagement strategies that maintain doctrinal integrity and support moderate religious voices in countering extremism.

B. Methods

This exploratory qualitative study employs content analysis integrated with semi-structured interviews to examine the digital da'wah strategies implemented by Muhammadiyah East Java's official online platforms. The analysis is guided by two theoretical frameworks: the Mediatization of Religion (Lövheim & Hjarvard, 2019) and Uses and Gratifications, which served as a contextual lens for interpreting audience-oriented content strategies rather than as a coding scheme.

Three platforms were selected through purposive sampling: PWMU.co, Klikmu.co, and Majelistabligh.id. These were chosen based on their official status as Muhammadiyah East Java da'wah platforms, consistent publication activity, and accessibility for systematic examination. The data set consists of twelve articles published between January 2022 and July 2024, distributed as follows: PWMU.co (3), Klikmu.co (4), and Majelistabligh.id (5). Articles were selected according to inclusion criteria that required explicit da'wah content with references to progressive-moderate Islamic values and contemporary Islamic issues, while promotional or purely organizational materials were excluded. The limited sample reflects the exploratory and pilot nature of the study, as well as resource constraints.

In addition to content analysis, semi-structured interviews were conducted with three key informants holding editorial roles across the platforms during 2024. The interviews explored platform functions in digital da'wah strategy, content development processes, audience engagement approaches, and operational challenges.

Thematic content analysis was conducted using a deductive-inductive approach. Initial coding categories were derived from the theoretical frameworks (Moderation/Wasathiyah; Progressive Islam/Muhammadiyah Ideology; Religion–Science Integration), while emergent themes were incorporated during analysis. Articles were coded by a primary researcher, with a limited peer check on approximately 25% of the corpus to refine codes; no formal inter-rater statistics were calculated. Interview transcripts were analyzed through conventional content analysis. Triangulation compared article coding with interview data. This study acknowledges its limitations, including the relatively small sample size, the exploratory design that restricts generalizability, the focus on official platforms excluding informal da'wah initiatives, the absence of audience reception data, and reliance on a single coder without inter-rater testing. These limitations position the research as a pilot study.

C. Results and Discussion

1. Results

Within East Java's Muhammadiyah ecosystem, three official portals function as complementary nodes of digital da'wah: PWMU.co, Klikmu.co, and Majelistabligh.id. Each portal maintains distinct editorial routines and content formats that, taken together, frame the corpus analyzed in this study (12 articles, January 2022–July 2024).

PWMU.co. PWMU.co operates as a regional news-and-features outlet with an emphasis on analytical reporting and opinion pieces related to Islamic issues and Muhammadiyah's theological orientation. Articles in the study period frequently foreground institutional perspectives and leadership discourse, alongside coverage of education and organizational programs. This orientation positions PWMU.co as a platform that articulates organizational viewpoints through longer-form, argument-driven texts.

Klikmu.co. Klikmu.co prioritizes concise, shareable items—brief opinion notes, narrative reflections on figures, and short reportage of organizational activities. Content commonly highlights ideological cues and cadre-facing guidance while remaining accessible for circulation on social media. This orientation indicates an editorial preference for format brevity and readability to broaden reach among general readers.

Majelistabligh.id. Majelistabligh.id specializes in da'wah materials—lectures, essays, and socio-religious reports—framed by moderation (wasathiyah) and deradicalization themes. Articles in the study period adopt an informative-didactic tone aimed at value clarification and cadre development. Compared with the other two sites, Majelistabligh.id concentrates more explicitly on moderation-oriented topics within contemporary Islamic discourse.

Content Strategies and Thematic Emphases in Promoting Progressive Moderate Islamic Ideology

The analysis of 12 articles published across PWMU.co, Klikmu.co, and Majelistabligh.id between January 2022 and July 2024 demonstrates that Muhammadiyah East Java consistently uses its digital platforms to transmit progressive moderate Islamic ideology through three thematic emphases. The thematic distribution indicates a relatively balanced focus between Moderation/Wasathiyah (5 articles, 41.7%) and Progressive Islam/Muhammadiyah Ideology (5 articles, 41.7%), with Religion–Science Integration emerging as a secondary theme (2 articles, 16.7%). These themes were identified through systematic examination of headlines, central arguments, and conclusions, with classification based on the predominant emphasis within each article.

Articles categorized under moderation highlight tolerance and anti-radicalism messaging, often situating Muhammadiyah's wasathiyah position as both domestically relevant and internationally acknowledged. Meanwhile, content reflecting Progressive Islam focuses on the integration of Islamic values with national identity, as illustrated by pieces framing Pancasila and social justice within Muhammadiyah's theological discourse. The smaller proportion of Religion–Science Integration indicates that, although present, this theme received less attention compared to the other two. Taken together, the thematic patterns suggest that Muhammadiyah East Java emphasizes its identity as a proponent of moderation and progressive interpretation while selectively engaging with its historical emphasis on science and modern knowledge.

Platform Differentiation and Ideological Coherence

Despite thematic differences, the three platforms demonstrate strong ideological coherence by upholding Muhammadiyah's values of moderation, progressivism, and integration. Each platform fulfills a distinct function within this broader framework. PWMU.co positions itself as the organizational voice, prioritizing analytical articles and emphasizing theological sophistication and institutional authority. One editor explained: "We emphasize news that contains the value of progressive da'wah, so that readers get enlightenment, not just information" (Interview 1, Editor, PWMU.co, 23 April 2024).

Klikmu.co takes a more accessible approach, producing concise and popular articles designed for social media circulation. This strategy enables wider reach while maintaining ideological content. As one contributor stated: “We try to write short and popular articles so that they can be easily shared on social media, even though they still carry the message of Muhammadiyah ideology” (Interview 2, Contributor, Klikmu.co, 29 April 2024).

Majelistabligh.id, by contrast, specializes in content on moderation and deradicalization, with particular emphasis on education and cadre development. Its managing editor noted: “Our content focuses on moderation and deradicalization, affirming the attitude of Muhammadiyah that is wasathiyah. It can be in the form of articles, soft news, or features, and we try to make it timeless” (Interview 3, Managing Editor, Majelistabligh.id, 21 April 2024). These findings show that while the platforms adopt differentiated content strategies, they remain consistent in ideological direction, thus complementing each other rather than creating fragmentation.

Challenges and Opportunities in Contemporary Digital Da’wah

The interviews also reveal operational challenges that shape Muhammadiyah East Java’s digital da’wah practices. Resource limitations remain the most pressing concern, reflected in irregular compensation systems for contributors, dependence on financial support from Muhammadiyah institutions, and limited human resources affecting content consistency and quality. Editors acknowledged the tension between maintaining high editorial standards and meeting the fast-paced demands of digital publication.

Competition adds another challenge, both externally with mainstream media and internally with other Muhammadiyah platforms. Algorithmic bias toward sensational content also complicates efforts to circulate moderate religious messages online. Despite these obstacles, indicators of audience interest are encouraging. One Klikmu.co contributor described a “significant increase in interest, evidenced by the rapid growth of contributors and active interaction in the group” (Interview 2, 29 April 2024). Similarly, Majelistabligh.id reported “pretty good response with the majority of readers expressing a strong need for wasathiyah content” (Interview 3, 21 April 2024).

These accounts point to substantial public demand for moderation-oriented content, even if platforms lack systematic analytics to measure long-term impact. The evidence suggests that Muhammadiyah East Java has succeeded in building an engaged audience interested in narratives of tolerance and progressive Islam, although future evaluation of audience reception and behavioral outcomes remains necessary to validate this early indication of effectiveness.

2. Discussion

The findings of this study demonstrate how Muhammadiyah East Java’s digital platforms operationalize progressive moderate Islamic ideology through systematic thematic distribution and coordinated platform differentiation. The relatively balanced emphasis between Moderation/Wasathiyah and Progressive Islam across the 12 analyzed

articles indicates deliberate editorial positioning that aligns with Muhammadiyah's broader theological priorities. This pattern illustrates how digital platforms can implement organizational values in ways that are both contextually relevant and ideologically consistent, supporting the framework of Mediatization of Religion (Lövheim & Hjarvard, 2019) by showing that religious communication adapts to the logic of digital media without abandoning doctrinal integrity.

The complementary roles of the three platforms further highlight this adaptation. PWMU.co reinforces institutional authority through analytical content, Klikmu.co broadens reach by adopting accessible formats suitable for social media, and Majelistabligh.id maintains a specialized focus on moderation and deradicalization. This strategic differentiation reflects the idea that organizations can maximize audience engagement through diverse forms of content while safeguarding ideological coherence. From the perspective of Uses and Gratifications Theory (Sundar, 2020), this differentiation illustrates how audiences may engage with similar values through distinct media forms that respond to varying informational and experiential needs. The editorial emphasis on delivering "enlightenment, not just information" confirms the educational rather than purely informational nature of Muhammadiyah's digital da'wah (Huda et al., 2022; Maulana & Sumarlan, 2023).

At the same time, the relatively small proportion of Religion–Science Integration content compared to other themes indicates that Muhammadiyah's historical emphasis on harmonizing religious teachings with scientific progress (Khoirudin et al., 2020; Arifin et al., 2022) has not been fully reflected in the analyzed platforms. This underrepresentation suggests an area for future development, particularly as Muhammadiyah has long promoted Islam Berkemajuan as a synthesis of faith, knowledge, and social justice (Pajarianto, 2023; Rahman et al., 2024).

The challenges identified through the interviews correspond with issues raised in prior studies on digital religious communication. Resource limitations and dependence on organizational funding constrain sustainability, while competition with algorithm-driven sensational content mirrors concerns expressed in research on digital da'wah and online moderation discourse (Ahmad et al., 2022; Kuswana, 2024). These obstacles illustrate broader difficulties faced by religious organizations in balancing ideological integrity with the realities of digital attention economies (Cinelli et al., 2021; Derysmono, 2021). Nevertheless, the positive indicators of audience interest reported by Klikmu.co and Majelistabligh.id suggest that there is substantial public demand for moderation-oriented content, echoing earlier findings that religious moderation continues to attract strong reception in Indonesian contexts (Kusnawan & Rustandi, 2021; Rizkiyah, 2023).

These findings contribute to a deeper understanding of how regional religious organizations navigate digital environments by balancing differentiation and coherence. They also suggest that institutional frameworks, such as those developed within Muhammadiyah, can mitigate the risks of fragmentation in online religious communication and sustain progressive narratives in contested digital spaces (Noor &

Dartim, 2021; Muh. Farhan Ali & Maksum, 2024). However, the exploratory nature of this study, the limited sample size, and the absence of audience reception data restrict the scope of generalization.

D. Conclusion

This exploratory study examined digital da'wah strategies implemented by Muhammadiyah East Java across three official platforms. The findings demonstrate that these platforms employ differentiated content strategies while maintaining ideological coherence, thus illustrating how institutional frameworks can sustain organizational values across diverse forms of digital communication. The thematic distribution shows a balanced emphasis on Moderation/Wasathiyah and Progressive Islam, while Religion–Science Integration remains less visible, suggesting opportunities for further development in line with Muhammadiyah's long-standing intellectual tradition.

The analysis also highlights how platform differentiation supports audience segmentation without fragmenting core ideology. PWMU.co establishes organizational authority through analytical discourse, Klikmu.co broadens reach through accessible formats, and Majelistabligh.id focuses on moderation and deradicalization, all of which converge to strengthen Muhammadiyah's progressive and moderate discourse. Despite these achievements, the platforms face structural challenges, including resource limitations and competition with algorithm-driven sensational content. Even so, indicators of audience engagement suggest substantial public receptivity to moderation-oriented narratives, though these indicators currently derive from self-reports rather than systematic analytics.

The contribution of this study lies in demonstrating how the theories of Mediatization of Religion and Uses and Gratifications can be applied to understand digital religious communication within a regional Islamic organization. The evidence indicates that Muhammadiyah East Java has developed a model of coordinated diversity that balances innovation in content strategy with consistency in ideological messaging. Nevertheless, the study's limitations—including the small sample size, the absence of audience reception data, and reliance on a single coder—restrict the extent of its generalizability.

Future research should build upon these findings by incorporating larger and more diverse data samples, conducting comparative studies across different regional and organizational contexts, and systematically examining audience responses and long-term impacts. By addressing these limitations, further studies can provide more robust evidence of how digital da'wah contributes to strengthening religious moderation and countering extremist discourse.

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